



| Factors used to determine a website trust score | | | | | | | | | | | | | | | | |
|---|--------------|--|-------|--------------|--------|-----|-------|----------|-------|----------|-------|----------|-------|--------|---|---|
| Website Contents | | | | | | | | | | | | | | | | |
| Email address | 1 point | <div>25</div> <div>24</div> <table><tr><th>Score</th><th>Total Points</th></tr><tr><td>9 - 10</td><td>66+</td></tr><tr><td>7 - 8</td><td>50 to 65</td></tr><tr><td>5 - 6</td><td>15 to 49</td></tr><tr><td>3 - 4</td><td>10 to 14</td></tr><tr><td>1 - 2</td><td>1 to 9</td></tr><tr><td>0</td><td>0</td></tr></table> | Score | Total Points | 9 - 10 | 66+ | 7 - 8 | 50 to 65 | 5 - 6 | 15 to 49 | 3 - 4 | 10 to 14 | 1 - 2 | 1 to 9 | 0 | 0 |
| Score | Total Points | | | | | | | | | | | | | | | |
| 9 - 10 | 66+ | | | | | | | | | | | | | | | |
| 7 - 8 | 50 to 65 | | | | | | | | | | | | | | | |
| 5 - 6 | 15 to 49 | | | | | | | | | | | | | | | |
| 3 - 4 | 10 to 14 | | | | | | | | | | | | | | | |
| 1 - 2 | 1 to 9 | | | | | | | | | | | | | | | |
| 0 | 0 | | | | | | | | | | | | | | | |
| Postal address (not a PO box) | 1 point | | | | | | | | | | | | | | | |
| Brick & Mortar for clients to visit | 1 point | | | | | | | | | | | | | | | |
| Phone number available | 1 point | | | | | | | | | | | | | | | |
| Toll free phone number | 1 point | | | | | | | | | | | | | | | |
| A person answers the phone | 1 point | | | | | | | | | | | | | | | |
| Privacy statement page | 2 points | | | | | | | | | | | | | | | |
| Website Features | | | | | | | | | | | | | | | | |
| Secure Billing Pages | 2 points | | | | | | | | | | | | | | | |
| Top 100 traffic ranking | 50 points | | | | | | | | | | | | | | | |
| Top 1,000 traffic ranking | 40 points | | | | | | | | | | | | | | | |
| Top 10,000 traffic ranking | 10 points | | | | | | | | | | | | | | | |
| Top 100,000 traffic ranking | 5 point | | | | | | | | | | | | | | | |
| Top 1,000,000 traffic ranking | 1 point | | | | | | | | | | | | | | | |
| Third party validation | | | | | | | | | | | | | | | | |
| ValidatedSite.com | 55 points | | | | | | | | | | | | | | | |
| Truste.com | 5 points | | | | | | | | | | | | | | | |
| BBB | 5 points | | | | | | | | | | | | | | | |

21

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FIG. 3